

* * * * * RECONNECTED TO U.S. Patent & Trademark Office * * * * *
SESSION RESUMED IN FILE 'USPAT' AT 09:33:25 ON 14 JUL 1997
FILE 'USPAT' ENTERED AT 09:33:25 ON 14 JUL 1997

=> video(p)demand(p)packet

77774 VIDEO

86699 DEMAND

15011 PACKET

L8 66 VIDEO(P)DEMAND(P)PACKET

=> l1 and rout###

168789 ROUT###

L9 235 L1 AND ROUT###

=> d his

(FILE 'USPAT' ENTERED AT 09:18:12 ON 14 JUL 1997)

L1 332 PACKET(P)STREAM(P)ADDRESS###

L2 235 L1 AND ROUT###

L3 156 L2 AND MONITOR###

L4 108 L3 AND PROTOCOL

L5 105 L4 AND RECEIVE

L6 43 L5 AND VIDEO

L7 15 L6 AND AUDIO

SET PAGE SCROLL

L8 66 VIDEO(P)DEMAND(P)PACKET

L9 235 L1 AND ROUT###

=> l8 and rout###

168789 ROUT###

L10 51 L8 AND ROUT###

=> l10 and advertis#####

11207 ADVERTIS#####

L11 8 L10 AND ADVERTIS#####

=> d 1-8

1. 5,635,979, Jun. 3, 1997, Dynamically programmable digital entertainment terminal using downloaded software to control broadband data operations; Bruce Kostreski, et al., 348/13, 10, 12; 364/976.3, DIG.2; 455/4.2, 6.3 [IMAGE AVAILABLE]

2. 5,625,864, Apr. 29, 1997, Interactive digital video services system with store and forward capabilities; Harry S. Budow, et al., 455/4.2; 348/3, 7, 8, 13; 455/5.1 [IMAGE AVAILABLE]

3. 5,623,605, Apr. 22, 1997, Methods and systems for interprocess communication and inter-network data transfer; Srinivasan Keshav, et al., 395/200.17; 370/392, 397, 401; 395/200.15 [IMAGE AVAILABLE]

4. 5,594,789, Jan. 14, 1997, Transaction implementation in video dial tone network; John W. Seazholtz, et al., 379/207; 348/8, 13, 552; 379/88, 96; 395/2.79, 2.82, 2.84 [IMAGE AVAILABLE]

5. 5,592,477, Jan. 7, 1997, Video and TELCO network control functionality; Robert D. Farris, et al., 370/396; 348/7, 13; 370/401, 410; 379/207, 220, 230 [IMAGE AVAILABLE]

6. 5,583,920, Dec. 10, 1996, Intelligent peripheral in video dial tone network; David F. Wheeler, Jr., 379/88; 348/13; 379/96, 112, 207 [IMAGE AVAILABLE]

7. 5,541,917, Jul. 30, 1996, Video and TELCO network control functionality; Robert D. Farris, 370/352, 384, 395, 426; 379/105, 220, 230, 246 [IMAGE AVAILABLE]

8. 5,521,631, May 28, 1996, Interactive digital video services system with store and forward capabilities; Harry S. Budow, et al., 348/7, 3, 8; 455/4.2 [IMAGE AVAILABLE]

=>

```
=> packet(p)address###(p)rout###
      15011 PACKET
      158267 ADDRESS###
      168789 ROUT###
L12      1153 PACKET(P)ADDRESS###(P)ROUT###
```

```
=> transmit####(p)message(p)packet
      448466 TRANSMIT####
      40334 MESSAGE
      15011 PACKET
L13      1858 TRANSMIT####(P)MESSAGE(P)PACKET
```

```
=> advertis####(p)video(p)packet
      10258 ADVERTIS####
      77774 VIDEO
      15011 PACKET
L14      6 ADVERTIS####(P)VIDEO(P)PACKET
```

=> d 1-6

1. 5,614,927, Mar. 25, 1997, Protecting confidential information in a database for enabling targeted advertising in a communications network; Warren S. Gifford, et al., 395/612; 380/25; 395/793 [IMAGE AVAILABLE]

2. 5,539,735, Jul. 23, 1996, Digital information commodities exchange; Scott A. Moskowitz, 370/420; 348/10; 375/260 [IMAGE AVAILABLE]

3. 5,515,424, May 7, 1996, System and method for providing selected video images to local telephone stations; Brian Kenney, 379/96; 348/14, 17; 379/93 [IMAGE AVAILABLE]

4. 5,428,606, Jun. 27, 1995, Digital information commodities exchange; Scott A. Moskowitz, 370/400 [IMAGE AVAILABLE]

5. 4,264,925, Apr. 28, 1981, Interactive cable television system; Michael J. Freeman, et al., 348/11; 331/17, 25, 117FE, 177V; 348/484 [IMAGE AVAILABLE]

6. 4,264,924, Apr. 28, 1981, Dedicated channel interactive cable television system; Michael J. Freeman, 348/11, 484 [IMAGE AVAILABLE]

=>

```
=> packet(p)insert(p)advertis####
      15011 PACKET
```

139216 INSERT

10258 ADVERTIS####

L15 7 PACKET(P)INSERT(P)ADVERTIS####

=> d 1-7

1. 5,230,464, Jul. 27, 1993, Transmittal package; Allen Schluger, 229/300; 206/232; 229/305 [IMAGE AVAILABLE]

2. 5,160,022, Nov. 3, 1992, Sample packet and media mailing system; Louis P. Mennella, 206/232; 132/333; 206/581, 823; 283/56 [IMAGE AVAILABLE]

3. 5,137,304, Aug. 11, 1992, End and encoded mass distributable response piece and method of making the same; Stanford B. Silverschotz, et al., 283/100; 53/131.4, 411, 493; 235/375; 283/56, 57, 58 [IMAGE AVAILABLE]

4. 5,087,805, Feb. 11, 1992, Printed and encoded mass distributable response piece and method of making the same; Stanford Silverschotz, et al., 219/121.71, 121.7, 121.82; 347/4 [IMAGE AVAILABLE]

5. 4,939,888, Jul. 10, 1990, Method for producing a mass distributable printed packet; Robert E. Katz, et al., 53/411, 131.5, 157, 435, 447, 520; 270/4, 52.09, 58.31 [IMAGE AVAILABLE]

6. 4,936,769, Jun. 26, 1990, Envelope wrappers with inserts; Donald Schoenleber, 229/92.1, 68.1, 92, 92.3, 92.8 [IMAGE AVAILABLE]

7. 3,858,792, Jan. 7, 1975, PRINTED FOLDER; John K. Volkert, 229/301, 92.1, 92.3; 283/56; 462/65 [IMAGE AVAILABLE]

=>

=> data(p)packet(p)insert(p)advertis####

416042 DATA

15011 PACKET

139216 INSERT

10258 ADVERTIS####

L16 0 DATA(P)PACKET(P)INSERT(P)ADVERTIS####

=> data(p)stream(p)packet(p)advertis#####

416042 DATA

202797 STREAM

15011 PACKET

11207 ADVERTIS#####

L17 1 DATA(P)STREAM(P)PACKET(P)ADVERTIS#####

=> d 1 ab

US PAT NO: 5,604,542 [IMAGE AVAILABLE]

L17: 1 of 1

ABSTRACT:

A system and method for transmitting an electronic advertisement within the vertical blanking interval of a video signal. The system includes an encoder that formats and inserts an electronic advertisement into the vertical blanking interval of the video signal, a transmitter that transmits the video signal and the electronic advertisement, a receiver that receives the video signal and the electronic advertisement, and a decoder which removes the electronic advertisement from the video signal. The electronic advertisement can be consumed by an end user by printing

the ad, or by displaying the ad on a monitor. The printed advertisement can be returned to the advertiser by a carrier service. The advertiser may accredit an account of the end user upon receipt of the returned advertisement to provide an inducement to read the ad. The system may further have a demographic server located within a network of computers. The server may correlate demographic data of the end user with demographic data provided with the electronic advertisement so that the advertisement is routed to a targeted end user.

=>

=> d his

(FILE 'USPAT' ENTERED AT 09:18:12 ON 14 JUL 1997)

L1 332 PACKET(P) STREAM(P) ADDRESS###
L2 235 L1 AND ROUT###
L3 156 L2 AND MONITOR###
L4 108 L3 AND PROTOCOL
L5 105 L4 AND RECEIVE
L6 43 L5 AND VIDEO
L7 15 L6 AND AUDIO
SET PAGE SCROLL
L8 66 VIDEO(P) DEMAND(P) PACKET
L9 235 L1 AND ROUT###
L10 51 L8 AND ROUT###
L11 8 L10 AND ADVERTIS#####
L12 1153 PACKET(P) ADDRESS###(P) ROUT###
L13 1858 TRANSMIT#####(P) MESSAGE(P) PACKET
L14 6 ADVERTIS#####(P) VIDEO(P) PACKET
L15 7 PACKET(P) INSERT(P) ADVERTIS####
L16 0 DATA(P) PACKET(P) INSERT(P) ADVERTIS####
L17 1 DATA(P) STREAM(P) PACKET(P) ADVERTIS#####

=> d 1 ab

US PAT NO: 5,604,542 [IMAGE AVAILABLE]

L17: 1 of 1

ABSTRACT:

A system and method for transmitting an electronic advertisement within the vertical blanking interval of a video signal. The system includes an encoder that formats and inserts an electronic advertisement into the vertical blanking interval of the video signal, a transmitter that transmits the video signal and the electronic advertisement, a receiver that receives the video signal and the electronic advertisement, and a decoder which removes the electronic advertisement from the video signal. The electronic advertisement can be consumed by an end user by printing the ad, or by displaying the ad on a monitor. The printed advertisement can be returned to the advertiser by a carrier service. The advertiser may accredit an account of the end user upon receipt of the returned advertisement to provide an inducement to read the ad. The system may further have a demographic server located within a network of computers. The server may correlate demographic data of the end user with demographic data provided with the electronic advertisement so that the advertisement is routed to a targeted end user.

=> d 5604542/pn and packet

'5604542' MUST END IN '/Q', '/A', OR '/L'

=> 5604542/pn and packet

1 5604542/PN

15011 PACKET

L18 1 5604542/PN AND PACKET

=> d kwic

US PAT NO: **5,604,542** [IMAGE AVAILABLE]

L18: 1 of 1

DRAWING DESC:

DRWD(6)

FIG. 4 is a schematic showing the formatting of a video **packet**;

DETDESC:

DETD(5)

As . . . Vt.sub.-- Frame 30 shown in FIG. 3. The Vt.sub.-- Frame 30 includes a start frame field STX 32, a data **packet** field Vt.sub.-- **Packet** 34, a check field CRC 36 and an end of frame character ETX 38.

DETDESC:

DETD(6)

In the preferred embodiment, the Vt.sub.-- **Packet** 34 is formatted as shown in FIG. 4. The nPacketProtocol field 40 is a byte-length field which identifies the **packet** as one supported by the protocol. The nVersion field 42 specifies the type of encoder that is transmitting the **packet**. The nChanID field 44 is an integer value which provides the channel number of the **packet** in the serialized bitstream. The nMessageID field 46 specifies the message number of the channel on which the **packet** is transmitted. The nPacketID field 48 defines the number of packets in a particular message. The fMorePackets field 50 specifies.

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[illegible]

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*CRYSTMET - CRYSTMET - Crystallography of Metals 1913-present

* The files listed above are temporarily unavailable.

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* W E L C O M E T O T H E *

* U . S . P A T E N T T E X T F I L E *

* * * * *

=> packet(p)stream(p)address###
15011 PACKET
202797 STREAM
158267 ADDRESS###
L1 332 PACKET(P)STREAM(P)ADDRESS###

=> l1 and rout###
168789 ROUT###
L2 235 L1 AND ROUT###

=> l2 and monitor###
238482 MONITOR###
L3 156 L2 AND MONITOR###

=> l3 and protocol
28488 PROTOCOL
L4 108 L3 AND PROTOCOL

=> l4 and receive
540099 RECEIVE
L5 105 L4 AND RECEIVE

=> l5 and video
77774 VIDEO
L6 43 L5 AND VIDEO

=> l6 and audio
47956 AUDIO
L7 15 L6 AND AUDIO

=> d 1-15

1. 5,635,979, Jun. 3, 1997, Dynamically programmable digital entertainment terminal using downloaded software to control broadband data operations; Bruce Kostreski, et al., 348/13, 10, 12; 364/976.3, DIG.2; 455/4.2, 6.3 :IMAGE AVAILABLE:
2. 5,623,490, Apr. 22, 1997, Method and apparatus for multiple media digital communication system; Andreas Richter, et al., 370/263; 364/514A; 370/412, 462 :IMAGE AVAILABLE:
3. 5,623,311, Apr. 22, 1997, MPEG video decoder having a high bandwidth memory; Larry Phillips, et al., 348/396, 384, 405, 411, 416, 715, 717 :IMAGE AVAILABLE:
4. 5,621,728, Apr. 15, 1997, Level 1 gateway controlling broadband

communications for **video** dial tone networks; Regina Lightfoot, et al., 370/397, 404 :IMAGE AVAILABLE:

5. 5,608,447, Mar. 4, 1997, Full service network; George A. Farry, et al., 348/7, 12; 455/3.1, 4.2 :IMAGE AVAILABLE:

6. 5,590,124, Dec. 31, 1996, Link and discovery **protocol** for a ring interconnect architecture; Nicholas Robins, 370/258, 403 :IMAGE AVAILABLE:

7. 5,583,864, Dec. 10, 1996, Level 1 gateway for **video** dial tone networks; Regina Lightfoot, et al., 370/396; 348/3, 7; 370/404; 379/201 :IMAGE AVAILABLE:

8. 5,565,909, Oct. 15, 1996, Method of identifying set-top receivers; Robert Thibadeau, et al., 348/9, 6; 455/4.2 :IMAGE AVAILABLE:

9. 5,544,161, Aug. 6, 1996, ATM packet demultiplexer for use in full service network having distributed architecture; John A. Bigham, et al., 370/397; 348/6, 7, 12; 370/474 :IMAGE AVAILABLE:

10. 5,490,247, Feb. 6, 1996, **Video** subsystem for computer-based conferencing system; Peter Tung, et al., 395/501, 200.04 :IMAGE AVAILABLE:

11. 5,457,683, Oct. 10, 1995, Link and discovery protocols for a ring interconnect architecture; Nicholas Robins, 370/258, 403 :IMAGE AVAILABLE:

12. 5,438,570, Aug. 1, 1995, Service observing equipment for signalling System Seven telephone network; Ernest Karras, et al., 370/426; 379/133 :IMAGE AVAILABLE:

13. 5,434,913, Jul. 18, 1995, **Audio** subsystem for computer-based conferencing system; Peter Tung, et al., 379/202; 395/800 :IMAGE AVAILABLE:

14. 4,829,372, May 9, 1989, Presentation player; Karl W. McCalley, et al., 348/7, 12 :IMAGE AVAILABLE:

15. 4,535,355, Aug. 13, 1985, Method and apparatus for scrambling and unscrambling data streams using encryption and decryption; Robert M. Arn, et.al., 380/10, 28, 43 :IMAGE AVAILABLE:

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